

**Amendments to the Specifications:**

[0024] Insertion platform architecture 110 provides input for set-top box 106. In one embodiment, insertion platform architecture 110 provides set-top box 106 with a TV broadcast 108 along ~~108~~ with interactive TV trigger 112 as input for input signals 120. As will be described in further detail below, insertion platform architecture automatically inserts interactive TV trigger 112 into TV broadcast 108. In one embodiment, insertion platform architecture 110 automatically inserts interactive TV trigger 112 into TV broadcast 108 based on the elements contained within TV broadcast 108. For instance, insertion platform architecture 110 can associate elements within TV broadcast 108 with a specific interactive element (e.g., interactive TV trigger 112), which is to be inserted into TV broadcast 108. In an alternative embodiment, insertion platform architecture 110 pre-inserts the interactive TV trigger 112 into TV broadcast having recognized elements.

[0025] Insertion platform architecture 110 can include ~~on~~ one or more databases to store attributes that are used to match with elements within TV broadcast 108. In another embodiment, insertion platform architecture 110 sends interactive TV trigger 112 to insertion module 107 within set-top box 106, and insertion module 107 automatically inserts interactive TV trigger 112 into TV broadcast 108 received by set-top box 106.

[0027] Remote controller 122 is a control device for a user to provide inputs (e.g., infrared (IR) or radio frequency (RF) signals to set-top box 106 and/or TV 104.)

Remote controller 122 can include alphanumeric keys, options keys, functions keys, and other like keys to operate set-top box 106 or TV 104. In one embodiment, a user can interact with interactive TV trigger 112 using remote controller 122. In particular, a user can access and navigate through a browser (not shown) operating on TV 104 by pressing selectively certain buttons or keys on remote controller 122. Interactive television system 100 can also be implemented in numerous configurations. For example, TV 104 can have the functionality of set-top box 106 contained internally. In addition, TV 104 can also be a computing device, which can display television signals.

[0031] Referring to FIG. 2, set-top box 106 includes a central processing unit (CPU) 234 coupled to memory devices 238, input/output (I/O) interfaces 236, decoder 232, and insertion module 107. Decoder ~~202~~232 can receive inputs signals 120. In one embodiment, one of the input signals 120 is TV broadcast 108 with interactive TV trigger 112. Interactive TV trigger 112 can be enhanced, interactive television content. Decoder 232 can receive input signals 120 as analog (NTSC) or digital (ATSC) signals from a number sources including terrestrial, cable, and satellite sources. Decoder 232 decodes and outputs a TV signal to TV 104. The TV signal can include TV broadcast 108 and/or interactive TV trigger 112.:-

[0039] Repository 304A is a facility to access database 304B storing meta-data, properties, rules & logic and pattern engine 305 to drive the interactive content insertion process for insertion servers 303A and 303B. Repository 304A can be a

general purpose computing system, workstation, or client server. Repository communicates and provides information and data to insertion server 303A and insertion server 303B. In one embodiment, repository ~~304~~ 304A provides interactive keys, attributes and interactive content to insertion servers 303A and 303B. The keys, attributes and interactive content can be stored in database 304B.

[0043] Interactivity engine 402 includes a look-up ~~table~~ module 405 having a plurality of entries 620-1 through 620-N such as that shown in FIG. 6B.

Interactivity engine 402 will associate the found pattern with one of a plurality of interactive elements 630-1 through 630-N within the entries by matching using the corresponding attributes 625-1 through 625-N. Such attributes can include broadcast information type (e.g. classical, rock, history, art, etc.), names of producers of the program, names of cast members, channel number, names of broadcast advertisers or sponsors, or other types of personalization information. Media asset 602 can thus include information ("pattern") having the same type of information or data.